

REQUEST FOR PROPOSAL

Addendum # 1



Department Of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY RELAY: 711

DATE ISSUED: **September 6, 2006**

RFP Title:	Solid Waste Division Recycling and Environmental Services Contract
Requesting Dept./ Div.:	King County Department of Natural Resources & Parks – Solid Waste Division
RFP Number:	146-06RLD
Due Date:	September 28, 2006 – no later than 2:00 P.M.
Buyer:	Roy L. Dodman, roy.dodman@metrokc.gov (206) 263-4266

This addendum is issued to revise the original Request for Proposal, dated August 3, 2006, as follows:

1. The proposal opening date remains the same: Thursday, September 28, 2006, no later than 2:00 p.m. exactly.
2. The Scope of Work as noted in **Section II, Part 3 - Scope of Work** was inadvertently left out of the original RFP document. It is included here as **Exhibit A**. Please consider it to be a continuation of the previously published Part 3.

The following information is provided in response to questions received:

Q1: Can you please tell me who is the King County Solid Waste Division program manager on this project? Also, has Cascadia / PRR had this contract more than one 3-year term?

R1: There are several project managers from King County Solid Waste Division who will work on the various tasks of this contract.

(continued on page 2)

TO BE ELIGIBLE FOR AWARD OF A CONTRACT, THIS ADDEMDUM MUST BE SIGNED AND SUBMITTED TO KING COUNTY

Sealed proposals will only be received by:

King County Procurement Services Section, Exchange Building, 8th floor, 821 Second Avenue, Seattle, WA 98104-1598. Office hours: 8:00 a.m. - 5:00 p.m., Monday - Friday

Company Name

Address		City / State / Postal Code
Signature	Authorized Representative/Title	
Email	Phone	Fax

This Request for Proposal – Addendum will be provided in alternative formats such as Braille, large print, audiocassette or computer disk for individuals with disabilities upon request.

R1: continued...

The body of work, outlined in the scope of this RFP, contains some tasks which have been carried out in the context of previous contracts, and the new contract will continue to add to that body of work. There are tasks in this RFP, that are completely new and present unique opportunities to add to the body of work done by King County's Solid Waste Division and partnering agencies.

EXHIBIT A - 2007 Scope of Work and Budget

This contract includes eight primary tasks:

- Task 1: Disposal Options for Small Quantity Generator businesses
- Task 2: Electronics Equipment Reuse and Recycling
- Task 3: Product Stewardship - Northwest Product Stewardship Council Support
- Task 4: Household Hazardous Waste (HHW) Targeted Waste Program
- Task 5: HHW Education and Outreach Program
- Task 6: Illegal Dumping Prevention and Community Outreach Program
- Task 7: Recycling Collection Event (RCE) Promotion
- Task 8: HHW Collection Promotion

TASK 1– Disposal Options for Small Quantity Generator (SQG) businesses

Businesses that generate small quantities of hazardous wastes are required to recycle or to dispose of the wastes. The Solid Waste Division works on creating new ways for businesses to dispose of the wastes safely and economically, by using existing infrastructure and by promoting new opportunities.

Subtask 1.1 Targeted Wastes – Persistent, Bioaccumulative, and Toxic chemicals

Project Description: King County will continue to target mercury wastes as part of a larger state effort to eliminate persistent, bioaccumulative, and toxic chemicals from the environment. Other targeted materials like lead may be included in this task.

Objective: To raise awareness among SQG's about the mercury switches, thermostats, other mercury products, and other targeted wastes, and to explore collection opportunities for SQGs.

Consultant Responsibilities: The consultant shall work with county staff on King County's mercury recovery program and to promote alternatives to mercury and other targeted wastes.

Subtask 1.1 budget: \$15,000

Subtask 1.2 – Targeted Wastes - Pesticides

Project Description: King County is targeting pesticides as part of a larger state effort to eliminate persistent, bioaccumulative, and toxic chemicals from the environment.

Objective: To raise awareness about the pesticide wastestreams and coordinate with state collection opportunities for SQGs.

Consultant Responsibilities: The consultant shall provide implementation, planning, creative concepts, writing and media relations as they are needed to support the programs.

Subtask 1.2 budget: \$1,000

Subtask 1.3 – Promote Collection/Disposal Options for SQG Waste

Project Description: Businesses generate hazardous wastes and have continued need for collection and disposal options for SQG waste.

Objective: To raise awareness about proper collection and and provide access to disposal and recycling options for SQGs.

Consultant Responsibilities: The consultant shall work with county staff to develop promotional and educational programs to alert SQGs to new collection and disposal options.

Subtask 1.3 budget: \$20,000

TOTAL TASK 1 BUDGET: \$36,000

TASK 2- Electronics Equipment Reuse and Recycling

The goal of this task is to develop long-term opportunities for residents to reuse, recycle, and properly dispose of televisions, technology equipment, and household electronics. Product stewardship principles shall be followed in designing programs. The programs shall involve manufacturers, retailers, recyclers, public agencies, non-governmental organizations, and consumers in the development of the program. Information about the product stewardship program for electronic equipment will be developed and publicized to residents, businesses, and organizations that purchase and use electronic equipment.

OBJECTIVES:

- Work with all stakeholders to develop an infrastructure for the collection, repair, reuse, and recycling of used electronic equipment.
- Publicize the infrastructure for recycling electronic equipment to businesses and residents in King County.
- Develop and/or participate in local and national electronics product stewardship programs involving manufacturers, distributors, retailers, recyclers, customers, non-profit groups, and government programs.
- Educate the public and businesses about the environmental and health issues related to the manufacturing, use, recycling and disposal of electronics. Educate the public about the principles of product stewardship.

Subtask 2.1 Take it Back Network

Work products

- Recruit new Take it Back Members including major electronics retailers, department stores and office supply stores. Assist with the renewal of existing members.
- Update the brochure information every six months or as needed, confirm that the information on the brochure is accurate.
- Assist in design of the brochure if the County does not have design capability available.
- Reprint the brochure if the County Print Shop or the City of Seattle does not have the capability to print the document.
- Distribute the Take it Back brochure and publicity materials to retail sites and public agencies.
- Assist with the expansion of the Take it Back Network to include other products such as mercury containing products, oil and compact fluorescent lights.
- Assist with ongoing publicity and publicity events as needed.

Subtask 2.1 budget: \$40,000

SUBTASK 2.2 EVALUATION

Work products

- Assist with the collection of data required from the local Take It Back Network members. Compile the information in a spreadsheet report.
- Prepare an evaluation report on the project. The report will be due before the close of the contract in December 2007.

Subtask 2.2 budget: \$2,000

SUBTASK 2.3 ELECTRONICS PRODUCT STEWARDSHIP PROGRAMS/MATERIALS AND ASSISTANCE

Work products

- Provide support, as needed, with the rule writing process and implementation of the new Washington state electronics recycling bill.
- Provide Take it Back Network electronics recyclers with information and assistance to become service providers in the new Washington state electronics recycling program. Keep the members informed of the process for becoming registered collectors and provide them with assistance as needed.
- The consultant will assist with the development and implementation of product stewardship education and outreach materials, including, but not limited to, developing PowerPoint presentations, print materials, assisting with conference planning and logistics, booth setup, tear down, and staffing.

Subtask 2.3 budget: \$40,000

Subtask 2.4 Take it Back Network Education and Outreach Campaign

Work products

- The consultant will draft an education and outreach campaign plan to re-advertise the fact that electronics and certain other products can't be disposed at King County transfer stations or in the garbage. The campaign will provide information about the Take it Back Network and how to recycle the unwanted products. The campaign plan will include the following elements:
 - Suggestions for partnerships, sponsors and co-op advertising opportunities to increase the education and outreach campaign budget.
 - Recommendations for media tools such as radio, television, Internet, direct mail, print publications, earned media (through news stories on the issues), and PSAs.
 - Recommendations for speaking opportunities, media events, conferences, meetings, and workshops where this message could be delivered.
 - A schedule, budget and outline of the roles of consultant and County staff.
 - A plan for measuring the effectiveness of the campaign.
- Coordinate with the Department of Ecology and Materials Management and Financing Authority to develop messaging about the new Washington State electronics recycling program. Develop a campaign to promote this message.

Subtask 2.4 budget: \$100,000

TOTAL TASK 2 BUDGET: \$182,000

TASK 3- Product Stewardship - Northwest Product Stewardship Council Support

The goal of this task is to encourage the adoption of product stewardship programs and policies through the coordinated efforts of the Northwest Product Stewardship Council (NWPSC). The Council is a group of government organizations that endeavors to integrate the principles of product stewardship into the policy and economic structures of the Pacific Northwest. The Council's steering committee is comprised of representatives from local government agencies located in Washington and Oregon. Each agency on the steering committee allocates staff time and conducts product stewardship projects under the umbrella of the NWPSC.

Product stewardship programs generally involve many of the entities that benefit from the production and sale of the product including product manufacturers, retailers, NGOs, and consumers. Therefore, it is more effective and efficient to design product stewardship programs that span beyond traditional jurisdictional boundaries. Through the NWPSC, local agencies can coordinate with other local governments to leverage limited time and resources and to develop programs that are regional and broad in scope. Consultant services are required to provide administrative support and coordination of the Council.

Objectives:

- Integrate the principles of product stewardship into the policy and economic structures of the Pacific Northwest.
- Develop, implement and/or participate in product stewardship programs to properly handle the following products at the end of life: electronic equipment, mercury-containing products such as switches, thermostats, thermometers, pesticides, carpet, paint, and beverage containers.

Subtask 3.1 NWPSC Administrator

Work Products

- The Consultant will plan, coordinate and set up all NWPSC meetings and events, including steering committee meetings, budget and planning meetings and other meetings as needed.
- Facilitate Steering Committee meetings and coordinate with the NWPSC chair(s) to set the agenda for all meetings. Send out the agenda one week in advance of the council meetings.
- Review Steering Committee minutes and coordinate with support staff.
- Plan, coordinate and set up subcommittee meetings as needed. Current subcommittees include electronics, pharmaceuticals, mercury-containing products, beverage container packaging and paint.
- Assist with the implementation of subcommittee projects. Tasks include, but are not limited to, grant writing, outreach to stakeholders, meeting facilitation, research, report writing and program evaluation.
- The consultant will be responsible for the implementation of the NWPSC Communications Plan.

Tasks include:

- Identify speaking opportunities (at conferences, workshops, law seminars, colleges and universities, business meetings, etc) for the NWPSC steering committee and staff.
- Coordinate the speakers for these events OR if no steering committee members are available to speak, the Administrator would speak at events.
- Assist the member agencies with drafting a Product Stewardship Resolution. Assist agencies to get the resolution introduced to management, councils and ultimately adopted by the local government agency.
- Work with agencies to develop school curricula based on the product stewardship principles. Assist agencies in getting the curricula incorporated into the schools programs.
- Recruit other local governments to join the NWPSC. Gather all appropriate paperwork and documentation (Letters of Agreement, updates on the web site) and provide copies to the NWPSC chair(s) (or should we have a secretary position – someone that would be responsible for storing all records for a long period of time).
- Identify regular agency publications (newsletters, mailers, bulletins) that could include information about product stewardship in their materials. Assist with drafting the text for the print materials and work with the agency to get it published.
- Draft fact sheets and materials for the subcommittees as needed. For example, the electronics committee is now working with Ecology in the rulemaking process for SB 6428. They will need specific fact sheets developed for a variety of stakeholder groups.
- Draft articles for publication in print media about the work done by the subcommittees.
- Draft press releases as needed.
- Attend any meetings and participate in Ecology's Beyond Waste program planning and implementation where it relates to product stewardship.
- Coordinate and prepare the NWPSC annual budget and work program. The budget will be drafted and ready for implementation by the first quarter of each year (January, 2007). Track the budget expenditures and provide periodic updates to the council steering committee.

- Respond to requests for information from members and public that come in over the phone, email and via the NWPSC web site.
- Coordinate requests for feedback on other product stewardship topics (such as requests from Ecology about the State Beyond Waste Plan, or requests from federal government agencies).
- Draft letters, comments, or other documents on behalf of NWPSC. Provide drafts for steering committee review and route them through appropriate channels for approval. Ensure that all communications are handled in a timely manner that allows adequate opportunity for the Steering Committee agencies to review the documents.
- Fill out award applications on behalf of the NWPSC.
- Speak at events upon request of the Steering Committee.

Subtask 3.1 budget: \$70,000

Subtask 3.2 NWPSC Support Staff

Work products

Provide support to the Council, including the following:

- Attend and record NWPSC Steering Committee meetings at least every three weeks. Prepare minutes and distribute to Steering Committee members.
- Coordinate the preparation of Steering Committee documents, including but not limited to, the annual Letter of Agreement, correspondence, and comments on documents and policies. This task may include collecting and compiling input and finalizing documents for signature and mailing.
- Compile and send out the monthly steering committee update information.
- Attend Steering Committee planning meetings and "visioning" events and take meeting minutes. Prepare minutes and written outcomes of events and distribute to Steering Committee.
- Assist with the development and implementation of the NWPSC Communications Plan.
- Update and help to maintain the NWPSC mailing list in Access, coordinate with steering committee members to keep everyone supplied with the current version of the mail list. Coordinate with King County to make sure the most accurate version of both the email list and the hard copy list are current.

Subtask 3.2 budget: \$20,000

3.3 Web site redesign

- Evaluate the current web site and recommend improvements to the design and navigation.
- Provide assistance with the updating of the web site, work with King County staff and interns to implement the changes.
- Provide documentation of the web site structure and changes.

Subtask 3.3 budget: \$5,150

TOTAL TASK 3 BUDGET: \$95,150

TASK 4- HHW Targeted Waste Program

The goal of this task is to develop programs to reduce, recycle, and properly dispose of moderate risk wastes including, but not limited to, used motor oil, mercury containing products, paint and rechargeable batteries. Wherever applicable, the work products listed under this task will incorporate product stewardship principles.

Objectives:

Educate King County residents about toxicity issues, management options, waste reduction, and product stewardship efforts for mercury-containing products, motor oil, rechargeable batteries and paint.

Encourage the private sector to become more involved in education and management efforts for targeted materials. The active participation of the private sector shall enable the County to move away from funding collection programs.

Develop and participate in product stewardship activities involving manufacturers, retailers, distributors, customers, non-profit groups, and government agencies.

Subtask 4.1 Paint

Assist as needed to further regional product stewardship discussions with paint manufacturers.

Work Products

- This task may include, but not be limited to, coordination of meetings, research, or meeting facilitation.

Subtask 4.1 budget: \$5,000

Subtask 4.2 Thermostats

Continue to support the Thermostat Recycling Corporation collection sites for commercially generated thermostats and the development of promotional materials to inform the business community about opportunities to recycle mercury thermostats. Develop and implement a promotional campaign to increase the number of household thermostats collected. This task may include other subtasks as necessary. The budget will be split between the two tasks.

Work products

- Assistance may include, but not be limited to, delivery of bins and educational materials, recruitment of collection sites, and technical assistance.
- Develop and implement a promotional campaign to increase the number of household thermostats collected.

Subtask 4.2 budget: \$25,000

Subtask 4.3 Fluorescent lamps

Facilitate discussions with manufacturers of fluorescent lamps and retailers that sell fluorescent lamps and assist with maintenance and promotion of the Take It Back Network (TIBN) program for fluorescent lamps and other tasks as necessary.

Work products

- Record meeting notes; assist with promotion of the Take It Back Network.

Subtask 4.3 budget: \$40,000

Subtask 4.4 Take It Back Network Expansion – Phase II

Design and implement media campaign to promote the expansion of the Take It Back Network to include used motor oil and rechargeable batteries.

Work products

- Make media recommendation, coordinate production and media buy.
- Other tasks as needed.

Subtask 4.4 budget: \$30,000

Subtask 4.5 Used Motor Oil

Assist as needed to facilitate regional collection of used motor oil and filters.

Work Products

- This task may include, but not be limited to, coordination of meetings, outreach, technical assistance or promotion.

Subtask 4.5 budget: \$10,000

Subtask 4.6 Product Stewardship

Assist with local and national hazardous waste product stewardship efforts, including work done by the Northwest Product Stewardship Council (NWPSC), Product Stewardship Institute, Product Policy Institute and legislative efforts. Assist with various product stewardship projects as needed.

Work products

- Provide support to the NWPSC, record meeting notes, and other tasks as needed.

Subtask 4.6 budget: \$15,000

TOTAL TASK 4 BUDGET: \$125,000

TASK 5- HHW Communication, Education and Outreach Program

The goals of this task are to develop a comprehensive communication plan for the Local Hazardous Waste Management Program and an education and outreach campaign to increase awareness about HHW waste reduction, use, storage, and proper management including product stewardship programs.

Subtask 5.1 Communication Plan

Work products

- The consultant will work with Solid Waste Division staff, Local Hazardous Waste Management Program staff and others to develop the communication plan, identify target audiences, and develop key messages.
- Other tasks as needed.

Subtask 5.1 Budget: \$20,000

Subtask 5.2 Education campaign

Work products

- The consultant will work with Solid Waste Division staff, Local Hazardous Waste management staff and others to develop the elements of the educational campaign, identify target audiences, and develop key messages.
- The consultant will draft an education and outreach campaign that will include recommendations for media vehicles including, but not limited to: radio, television, direct mail, earned media etc., a schedule for implementation and the roles of the consultant and SWD staff and an evaluation plan.
- Other tasks as needed.

Subtask 5.2 budget: \$120,000

TOTAL TASK 5 BUDGET: \$140,000

TASK 6- Illegal Dumping Prevention and Community Outreach Program

The goals of this task are to:

- Increase awareness of the impacts of the financial and environmental impacts of illegal dumping on property values and the environment;

- Provide information about lawful waste management options;
- Develop and make readily available information for businesses and individuals on what they can do if their property is subject to illegal dumping; and
- Advertise the new illegal dumping hotline telephone number

The consultant will work closely with the King County Project Manager to develop, implement, and evaluate community outreach strategies designed to prevent illegal dumping.

Background

There is not a comprehensive illegal dumping prevention and community outreach program in King County. To date, efforts to fulfill the four goals listed above have consisted of a limited advertising campaign including bus and semi-trailer signs, website information, and advertisements in the Construction Waste Recycling Directory and other publications.

The King County Solid Waste Division intends the new county illegal dumping prevention and community outreach program to complement and coordinate with the existing state anti-littering program, not to reproduce it.

It is anticipated that, during the last quarter of 2006, a literature search will be completed and a report compiled focusing on illegal dumping prevention and community outreach programs in areas demographically comparable to King County. The report will include an analysis of the effectiveness of the methods used in those programs, and anticipated effectiveness if those methods were used in King County. The literature search and report will not be included in work in this scope of work. The literature search and report will be completed by consultants already in contract with King County.

The first task to be completed under this scope of work will be to use the research and report to develop a plan that will include strategies most likely to meet the goals listed above.

Objectives:

- Develop a cost-effective community outreach plan that will meet the goals listed above. The King County Project Manager may ask the consultant to include in the plan a promotional campaign for one or more non-native English speaking communities.
- Implement the community outreach plan.
- Integrate promotion and education with other existing programs and resources as appropriate.
- Evaluate the effectiveness of the outreach strategies in King County communities.

Work Products

Work products will include, but may not be limited to:

- An “Illegal Dumping Prevention and Community Outreach Program” plan that will meet the four goals listed above and achieve the greatest effectiveness in King County based on the diverse demographics of varied King County communities. The plan will include, but may not be limited to:
 1. a summary of strategies effective in other locations that the consultant and King County Project Manager think would be successful in King County communities;
 2. identification of target audiences;
 3. education and outreach elements such as most effective messages for King County; media outreach strategies;
 4. an advertising purchasing plan (including type of advertising, type of media, schedule, and estimated costs);
 5. tools for evaluating program success; and
 6. a schedule for implementing the community outreach program.

- Implementation of the approved “Illegal Dumping Prevention and Community Outreach Program” plan (described in the first bullet under “work products” above), which may include but may not be limited to:
 1. development of messages;
 2. creation and production of advertisements;
 3. media purchases which may include billboards, bus signs, and/or radio, television, newspaper and/or magazine advertisements; and
 4. any other community outreach strategies included in the plan.
- Development and distribution of any written materials (fliers or brochures, etc.) that may be needed to implement the plan described above. Unless otherwise directed, King County graphic services staff will design written materials and the King County print Shop will print any pieces that might be developed.

An evaluation report describing the strategies that were implemented and their effectiveness in meeting the goals listed above. This report will be due in December 2007.

TOTAL TASK 6 BUDGET: \$100,000

TASK 7-Recycling Collection Event (RCE) Promotion

The goal of RCEs is to offer residents a means of recycling secondary recyclables. Secondary recyclables are defined as items too bulky for curbside pick-up or materials that do not currently have adequate markets to support their widespread collection. At present, the SWD holds up to seven events per year: two in White Center, four in Auburn, and one in Vashon. The remaining unincorporated areas are now served by suburban cities through grant funding from the SWD.

Objectives:

- Reach as many of the residents in each service area as possible, notifying them in a timely way of the date, time, and location of the events, and the materials that will be accepted.
- Target the specific service area rather than mass marketing to a broad general audience in order to maintain safe and efficient events.

Work Products

- Spring and fall production and distribution schedules
- Carrier route counts for each flyer mailing
- Liaison with mailing house regarding carrier routes
- Flyer distribution to libraries and other venues as requested
- Other tasks as needed.

TOTAL TASK 7 BUDGET: \$3,000

TASK 8- HHW Collection Promotion

The goal of the HHW collection promotion program is to inform the public of the disposal opportunities provided by the Solid Waste Division, in cooperation with the Local Hazardous Waste Management Program. The promotion used should be the lowest cost and/or most effective and efficient available. The consultant shall work closely with County staff throughout the year to develop, manage, and execute the promotion plan. The consultant might be asked to take on related tasks.

Objectives:

- Create a promotional plan combining direct mail, posters, street signage, word of mouth, advertisement to draw approximately 16,000 and 20,000 participants to the Wastemobile events.
- Increase availability of information to renters, residents of unincorporated King County, and non-native English speakers.
- Integrate promotion with other existing programs and resources as appropriate.
- As resources permit, learn more about our customer base at the Factoria HHW Collection Site and develop ways to improve service.
- Provide support in various areas, including promotion and outreach strategies not listed here.

Work Products

- The consultant shall work with staff to develop a direct mail strategy. The strategy should draw 16,000 to 20,000 customers to the Wastemobile by systematically and equitably targeting residential communities. In areas that receive multiple events, different geographic areas (north, south) around the event should be targeted. Attempts will be made to reach previously underserved populations in King County.
- Distribution of flyers will continue in order to reach interested entities that act as an information bridge to citizens. The mailing list will be updated and mail pieces mailed out four times a year (as often as a new piece is printed). Quantities will be adjusted throughout the year to match demand.
- The consultant shall support the County's media outreach efforts where needed.
- Assist with the promotion of HHW services to non-native English speakers. Advertising –The consultant may suggest placement of paid advertisements in community papers to promote upcoming events. Decisions regarding placement of ads will be determined through discussions with County staff.
- As resources permit, analyze data about Wastemobile and Factoria customers to learn more about our customer base and develop ways to improve service.

TOTAL TASK 8 BUDGET: \$95,000

TOTAL CONTRACT BUDGET: \$776,150.00